

Five Years of Growth and Innovation



Missouri Alliance to Curb Problem Gambling

2002 Annual Report

ALLIANCE MISSION

The Missouri Alliance to Curb Problem Gambling's mission is to heighten public awareness of the dangers of problem gambling; develop prevention and education programs for gamblers of all ages; and direct problem gamblers and their families to the 1-888-BETSOFF help line and free treatment.

ALLIANCE GOALS

- To raise awareness of the dangers of problem gambling and direct compulsive gamblers and their families to free treatment;
- To develop and implement prevention and education programs for all ages; and
- To ensure access to and availability of quality assistance and treatment.

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INTRODUCTION

“Five Years of Growth and Innovation”

For five years, Missouri has led the country in developing new and innovative programs that have increased public awareness of the dangers of problem gambling and increased the availability of free treatment for both problem gamblers and family members of problem gamblers. These accomplishments have resulted from the efforts of the Missouri Alliance to Curb Problem Gambling (the Alliance).

In December 1997, representatives from the Missouri Department of Mental Health, the Missouri Lottery, the Missouri Gaming Commission and the Missouri Riverboat Gaming Association announced their partnership and its plans to work collaboratively to reduce problem gambling in Missouri. Since then, the Missouri Council on Problem Gambling Concerns Inc. and the Port Authority of Kansas City, Missouri joined the founding members as voting members of the Alliance. Others who have joined as non-voting, participating members include research specialists, problem gambling counselors, treatment providers, and the Department of Elementary and Secondary Education. The Alliance’s goal is to include all those interested in increasing problem gambling awareness in Missouri.

Initially, a primary goal was to establish and promote a toll-free help line number that refers problem gamblers to free treatment programs. Subsequently, the Alliance went on to introduce the following programs that continue to raise awareness and provide

education about problem gambling and its impact on the gambler, family members and friends, employers, and the general public. These programs are described more fully elsewhere in this report:

- A toll-free help line, 1-888-BETSOFF (1-888-238-7633);
- Free problem gambling treatment for problem gamblers and family members of problem gamblers;
- Self-exclusion programs, including a total ban at all of Missouri’s casinos, exclusion at individual casino properties and from cash-advance machines;
- Missouri Responsible Gaming Education Week, the first state in the nation to recognize this event state-wide;
- Collateral materials for the general population as well as individual programs for older adults and youth;
- Educational lectures for the general public;
- An extensive awareness program that includes a Web site, billboards, a quarterly newsletter, speakers’ bureau, traveling exhibits and videos;
- An in-school youth awareness assembly program;
- An educational video and facilitator’s guide for youth in grades 6-9; and
- Commercials and public service announcements.

MISSOURI'S PROBLEM GAMBLING PROGRAM'S TIME LINE

November 1992	Riverboat casino referendum passed by voters. The referendum called for the creation of problem gambling treatment facilities that could be funded by riverboat taxes distributed to the city or county.
June 1995	Free problem gambling help line established by the Missouri Riverboat Gaming Association.
January 1, 1996	First Missouri class of counselors is certified as compulsive gambling counselors.
April 1996	Free compulsive gambling treatment becomes available to Missouri's residents.
October 1996	Missouri Gaming Commission implements first statewide Disassociated Persons Program in the country.
December 1997	Alliance formed to increase awareness of problem gambling programs and issues. First Alliance Campaign, "The One Number That's Always on Your Side," kicks off with broadcast PSAs, posters and brochures.
August 1999	First annual Missouri Responsible Gaming Education Week
March 2000	Missouri Lottery implements Alliance Web site at www.888BETSOFF.com .
June 2000	Gov. Mel Carnahan signs SB No. 902 enabling dedicated funding for problem gambling treatment, education and prevention programs. The bill also strengthened laws deterring underage access to riverboat casinos.
August 2000	Second annual Missouri Responsible Gaming Education Week; youth gambling prevention awareness campaign introduced.
2001	Missouri's riverboat casinos begin offering STEP that allows casino patrons to exclude themselves from receiving cash advances from Automatic Teller Machines within the casinos.
August 2001	Third annual Missouri Responsible Gaming Education Week; older adult campaign introduced.
September 2001	"All Bets Off" in-school youth program introduced.
June 2002	Hosted first lecture in the American Gaming Association's Responsible Gaming Lecture Series.
July 2002	First Bets Off Bulletin is published.
August 2002	Fourth annual Missouri Responsible Gaming Education Week; "Beat Addiction - Choose the Right Path" youth addiction video and facilitator's guide introduced; friends campaigns introduced for youth and middle-age.
September 2002	"Addiction - The Game No One Wins" in-school youth assembly begins traveling to Missouri's schools.
December 2002	Alliance celebrates fifth anniversary.

PARTICIPATING MEMBERSHIPS

Membership in the Missouri Alliance to Curb Problem Gambling continues to grow through the Alliance's Participating Membership program. Membership is free and open to individuals or organizations with an interest in helping to heighten public awareness of the dangers of problem gambling and promoting the availability of treatment in Missouri.

Participating members are informed of Alliance activities and events, invited to attend Alliance meetings and are encouraged to provide input to help the Alliance further its goals.

The participating membership application is found on the Alliance's web site at www.888BETSOFF.com or by writing to MACPG at PO Box 104591, Jefferson City, MO 65110.

Current participating members include:

- Life Crisis Services
- Missouri Department of Elementary and Secondary Education
- Provident Counseling
- Linda Cottler, Ph.D., MPH
- Renee Cunningham-Williams, Ph.D., MPE
- Stan Bier, Ph.D., CCGC
- Stan Landon, CCGC
- Lia Nower, J.D., Ph.D., NCGC
- Peter Gusman, CCGC

SPEAKERS' BUREAU

During 2002 the Alliance's speakers' bureau continued to reach out and educate Missouri's residents about problem gambling issues and the resources available for those who have been impacted by problem gambling. The Alliance provided more than 30 presentations on problem gambling issues to over 1500 participants. Alliance representatives also participated in several radio shows and provided an informational exhibit at 11 statewide conferences during 2002.

The Alliance has speakers available to give presentations on a variety of problem gambling topics for any group or organization, anywhere in the state, free of charge.

These speakers help to educate Missourians about guidelines for responsible gambling, common gambling misconceptions, prevalence rates, risk factors and warning signs of problem gambling, prevention of underage gambling, older adult issues, and the resources available for prevention and treatment including the free treatment services available for both the problem gambler and his/her family members.

For more information about the speakers' bureau or to arrange a presentation, please call (573) 522-1373 or (573) 526-7467.

All presentations are free of charge.



Toll Free Help Line Also Serves Family Members of Problem Gamblers

Family members of problem gamblers can find a listening ear, assistance and hope when they pick up the phone to dial 1-888-BETSOFF, Missouri's free problem gambling help line. The telephone help line provides immediate crisis response and referral to the statewide network of outpatient gambling clinics and certified compulsive gambling counselors. Managed by Life Crisis Services of St. Louis, the help line is answered by a live counselor 24 hours a day.

In 2002, the help line received nearly 2,900 calls from individuals looking for assistance and/or information about problem gambling. This number includes calls from 767 significant others, i.e. family members and friends.



1-888-BETSOFF toll-free help line (1-888-238-7633)

"The most exciting development is that we have been able to help more and more people who are friends or family members of problem gamblers," said Sue Self, clinical director of Life Crisis Services. Clinicians with master's degrees, and who are fully trained as compulsive gambling counselors, answer the help line. "We are working to help family members access the free counseling services available as the next step in addressing the problem gambling," Self said, "Family members can play an important role in getting a problem gambler the help that is needed."

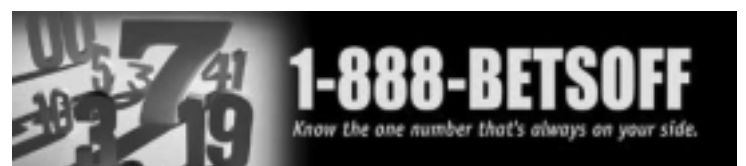
Calls to 1-888-BETSOFF can often be the "first stop" for a problem gambler's family and friends. "We believe that having clinicians who are certified com-

pulsive gambling counselors enables the counselor and caller to explore ideas together about how to identify the help that is needed and to develop a plan to get it," said Sue Self.

Life Crisis Services has been operating the problem gambling help line with funding from the Missouri Riverboat Gaming Association since 1995. Life Crisis Services is a crisis intervention agency with more than 35 years of experience in helping callers with a wide range of problems. In recognition of the agency's excellence as a crisis intervention hot line, the American Association of Suicidology awarded its first five-year certification to Life Crisis Services, making it one of the nation's premier suicide intervention hot lines.

Clinical staff assess callers to 1-888-BETSOFF to help determine the extent of the problem. Callers are given referrals to appropriate agencies, and staff assist callers in developing a plan for getting help. Often that plan includes talking with a counselor at one of the Department of Mental Health's contracted, free compulsive gambling counseling programs to develop an intervention plan. Staff may also arrange for a follow-up call to further lend support and encouragement to the problem gambler or a family member who is concerned about ongoing problems or worried about the outcome.

All callers are told about the free counseling services provided by the Missouri Department of Mental Health, and all casino gamblers are given information about the Voluntary Exclusion Program available through the Missouri Gaming Commission. Other referrals include Gambler's Anonymous, Consumer Credit Counseling and the STEP program (Self Transaction Exclusion Program) that allows patrons of all Missouri casinos to exclude themselves from obtaining cash advances through cash devices located at the casinos.



Missouri Hosts First in National Lecture Series

Problem gamblers often believe that their gambling fate is based on luck and talent and deny that it is based on pure chance, according to Robert Ladouceur, a nationally known author and researcher. Ladouceur, a professor of psychology at Université Laval in Quebec, was a guest speaker in June at an event hosted by the Missouri Alliance to Curb Problem Gambling.

Missouri was selected to host the Ladouceur lecture, which was the first sponsored by the American Gaming Association's (AGA) Responsible Gaming Lecture Series.

More than 100 people attended the event, which was held June 19 on the University of Missouri-Kansas City campus.

Portions of Ladouceur's lecture can be heard on the Alliance's Web site at www.888.BETSOFF.com

Week Highlights Alliance Activities, Programs

A month-long promotion of responsible gaming activities helped to expand Missouri's fourth annual Responsible Gaming Education Week in August.

Training and distribution of new awareness materials highlighted the actual Responsible Gaming Education Week from August 5-9. Activities continued through August 20 when the Alliance featured Carol O'Hare, executive director of the Nevada Council on Problem Gambling, as a guest speaker at the University of Missouri-St. Louis.

"This past year we've made a concerted effort to expand our public awareness activities beyond one week," said Mike Ryan, chairman of the Alliance. "We hosted two speakers this year outside of the one week, and we hope to continue hosting similar events. We conduct training and promote problem gambling awareness information throughout the year, but August has become a time for us to take note of all of our programs."

During Responsible Gaming Education Week 2002, casino industry employees were trained on responsible

Quarterly Publication Introduced in 2002

A quarterly publication, *Bets Off Bulletin*, was introduced in July 2002 to help keep anyone interested in problem gambling initiatives informed about what is happening in Missouri.

The publication includes features about people who are working to increase problem gambling awareness through treatment, public service and research, along with lists of upcoming events and information about new awareness campaigns and current programs.

The publication is free and is available on the Alliance's Web site www.888BETSOFF.com. Subscribers to the Bulletin receive e-mail notices when the newest publication is available.



Governor Bob Holden proclaims August 5-9, 2002 as Missouri's fourth annual Responsible Gaming Education Week.

gaming, illegal youth gambling and issues surrounding unattended minors. The training materials were created by the North American Training Institute to help address awareness among casino patrons, employees and casino management.

Throughout August, Missouri Lottery employees also received training on responsible gaming, as well as

a review of information on the variety of problem gambling programs in the state.

Awareness materials and displays were featured at riverboat casinos, lottery offices, the Missouri Department of Mental Health headquarters and Missouri Gaming Commission offices.

Some of the activities at Missouri's riverboat casinos during Responsible Gaming Education Week included:

- Employee meetings and training sessions on disordered gambling and underage gambling;
- Employee poster or question-and-answer contests;
- Display of brochures at all ATMs and cashier cages;
- Placement of Responsible Gaming Education Week banners outside casinos and in public areas within casinos;
- Display of responsible gaming banners and flyers targeted to employees in back-of-house areas;
- Packets of responsible gaming information distributed to employees with paychecks;
- Responsible gaming messages on in-house television and on-hold messages for customers;
- Wearing of Responsible Gaming Education Week buttons or ribbons by casino employees; and
- Display of proclamations commemorating Responsible Gaming Education Week from cities and counties that host casinos.

Friends, Family Role Highlight August Presentation



Carol O'Hare

What role do friends and family members have in helping problem gamblers get the help they need to stop gambling? Carol O'Hare, a recovering compulsive gambler and Executive Director of the Nevada Council on Problem Gambling, provided insight into the impact friends and family can have on problem gam-

blers during a special Alliance presentation on August 20. The event, held at the University of Missouri-St. Louis' Millennium Center, was free and open to the public.

O'Hare, who also is the Executive Vice President of the National Council on Problem Gambling, offered unique insight into the problems compulsive gamblers and their families face in confronting the addiction.

O'Hare's presentation helped to kick off the start of a new friends and family awareness campaign introduced in August by the Alliance.

In-School Addiction Program Marks Second Successful Year

An interactive in-school addiction awareness program is helping to get problem gambling information into Missouri's schools. The 2002/2003 school year marks the second year for the Alliance's in-school program provided by Second Chance Foundation of Jefferson City.

"Addiction - The Game No One Wins" is an assembly program aimed at youth in grades 7-9 that introduces the dangers of underage gambling, as well as reinforces risks associated with all addictions. The assembly program is a modification of last year's classroom program, which was called "All Bets Off."

The 45-minute assembly was created by the Second Chance Foundation to help the Alliance further its youth gambling addiction awareness efforts, according to Mike Ryan, chairman for the Alliance. The program is funded by Alliance members and is free to Missouri's schools.



School personnel and students interact in addiction awareness program.

"There are so many programs in our schools that help to educate youth on the dangers of alcohol and drug abuse, but there is very little about other addictions, including gambling," Ryan said. "This new interactive assembly addresses all addictions, risk factors and good decision making."

Ryan said last year's classroom presentations are very successful, but the Alliance wanted to reach more students, so the assembly program was developed by Second Chance Foundation.

"Addiction - The Game No One Wins," which is being presented in schools throughout the state, is being very well received by school counselors, administrators and students, according to Ryan.

A counselor at Parkway Central Middle School in Chesterfield said the program was both educational and thought provoking.

"It was the first time that Parkway Central had a program focusing on the addiction of gambling and the message clearly transferred to all addictions, especially drugs and alcohol," wrote Andrea Shanker, Trend sponsor at Parkway Central.



Second Chance Foundation member introduces new assembly program on addiction.

Shanker said the reactions from the school's students were "100 percent positive." She said the subject of addiction hit home for many of the students, and the counselors answered questions and met with some students privately after the assembly.

Goals of "Addiction - The Game No One Wins" include:

- To educate youth about the dangers and risk factors of addictions, including gambling;
- To raise awareness among educators and parents about the dangers of addictions, including gambling;
- To raise awareness of the help line phone numbers, including 1-888-BETSOFF, and the availability of free treatment.

Friends, Family - New Focus for Awareness Material

Do you, or does someone you know, have a gambling problem? Call 1-888-BETSOFF (1-888-238-7633).

Building awareness for the toll-free problem gambling help line, 1-888-BETSOFF, has always been a primary goal of the Missouri Alliance to Curb Problem Gambling and the Missouri Lottery's Responsible Gaming Program.

The Lottery and other Alliance members use various methods to build this awareness - billboards, speakers' bureau, public service announcements and the backs of casino cards and lottery tickets - but some of the most noticeable ways are through the Alliance's posters and brochures created by the Missouri Lottery.

"Our initial goal was to create awareness of the help line, and that is what our first campaign focused on," said Gary Gonder, director of communications for the Missouri Lottery. "The first campaign highlighted the phone number as the number always on the side of the problem gambler.

"I think the campaign has been very successful," he continued. "The number of calls to the help line has

increased every year since we kicked off the awareness campaign, and when we go to conferences or even to schools, people ask if we're the 'betsoff people.'"

Gonder said the Alliance always will continue to focus on increasing awareness of the help line, but the Missouri Lottery is updating the collateral materials to appeal to the friends and family members of problem gamblers. The older adult campaign introduced in August 2001 was the first step in the campaign update.

"On average, about 28 percent of the callers to the help line are third-party callers or people who are calling about a loved one," Gonder said. "We believe that these people usually have a stronger influence on a problem gambler than we do, so we're hoping through this new campaign that they will learn where to tell problem gamblers to find help and also to find help for themselves."

Gonder said Missouri residents who are family members of problem gamblers are eligible to receive free counseling treatment, but many are unaware of this service.

Two new campaigns were kicked off in August - a general awareness campaign and a campaign aimed at youth. Both campaigns are aimed at friends or family of problem gamblers. A third awareness campaign,

aimed at older adults, was introduced last year. Information about all three campaigns can be found at www.888BETSOFF.com

Youth Video Proves Popular Addition to School Addiction Programs

Missouri's school-addiction programs got a boost this year with the introduction of "Beat Addiction - Choose the Right Path," an award-winning addiction prevention video and facilitator's guide.

This free video and facilitator's guide are designed to teach middle school and junior high school students the risk factors of all addictions. The entire program, which includes a 12-minute video, can be presented within a 50-minute class session.

The program was created for Missouri's schools by the Missouri Alliance to Curb Problem Gambling in partnership with the Missouri Department of Elementary & Secondary Education and the Missouri Department of Mental Health.

This new video and facilitator's guide have received rave reviews from Missouri schools throughout the state that participated in the pilot program in the fall of 2002.

"We've been very pleased with the reviews from the pilot program," said Gary Gonder, director of Communications with the Missouri Lottery and the executive producer of the video. "Treatment providers, school counselors, teachers and most importantly, the students, have responded very positively to the program and are very excited about it."

Gonder said the video program is just a part of the underage gambling prevention program offered through the Alliance. Currently, the Alliance also offers underage awareness materials, including posters and brochures, as well as an in-school addiction program, "Addiction - The Game No One Wins."

"Although many studies have shown that the vast majority of high school students participate in illegal gambling activities, many of Missouri's schools and educators are not aware of these activities," Gonder said. "The co-morbidity of gambling and drug and alcohol use is quite high, so any information we can get to educators and students about the dangers of all addictions, including gambling, should help build awareness of underage gambling."

Charles Williams, director of prevention programs for the Missouri Department of Mental Health, said while the Alliance's initial goal was to produce a video that addressed underage gambling issues, after many discussions with educators, it was decided that the video should address the dangers of all addictions, including underage gambling.

"Missouri schools aren't ready for a gambling-only video," Williams said. "Since the warning signs and risk factors of gambling mirror those of any other addiction, we thought that addressing all addictions would be a way to get underage gambling information into the schools, and at the same time, provide some valuable information on the dangers of all addictions."

Williams said the video program offers a unique approach to addictions, which makes it a great addition to any school's addiction prevention program. He added that it includes the fact that anything done in excess is dangerous and that genetics can be a precursor to addictive behavior.

Kyle Heislen, supervisor for the Missouri Department of Elementary and Secondary Education's Division of Guidance and Placement, said he also believes the video program will be a great asset to school programs.

"It's got the kind of music kids like and includes a cast of teenagers, which appeal to this age group," Heislen said. "Kids don't want adults lecturing them on the dangers of addictions. In this video, the message is coming from their peers."

Heislen also said that two personal stories told in the video - one from a recovering compulsive gambler and her two children and the other from a young recovering drug addict - also add to its credibility among young teenagers.

"In many cases, kids can see themselves or know of someone who may be going through what these people have been through," Heislen said. "The fact that both of the stories are success stories also offers hope for

those kids who are experiencing addictions themselves or addictions in their family.”

The video, which was produced by Lottery & Education Telecommunications Service (LETS), was filmed at different sites in Jefferson City and Columbia, and includes a cast of about 65 teenagers. The video’s narrator, Ross Branson, is a Jefferson City High School student.

“Ross was a great find for us,” said Frank Finley, LETS producer and director of the youth video. “He had only done stage acting before, but he adapted very easily and quickly to the camera.”

For more information about the video program or to order a copy, contact Shelly Perez at (573) 526-7467 or e-mail perezs@molottery.com, or Melissa Stephens at (573) 522-1373 or e-mail mstephen@mail.state.mo.us.

MEMBER ROLES

Missouri Council on Problem Gambling Concerns

“An advocate for problem gamblers, their families and their communities”



Anytime a gambler spends more than they can afford, it is a problem that needs adequate information and an appropriate response. Responsible gambling for many may mean increasing their awareness of planned recreation that safeguards negative impacts on their budget and family. When these safeguards fail, the awareness and appropriate family and community responses also need to be in place. Most people do not know that it is never a good idea to gamble when you have lost a job or a loved one, or experienced some other major loss. It is not wise to gamble when you have just been notified of a serious health concern for yourself or a loved one, nor is it wise to gamble when you are intoxicated or under the influence of drugs. Mental health issues such as depression, head injury and other conditions that affect or impair your judgment are also not times to engage in recreational gambling.

Problem and compulsive gambling exist on a continuum from a slight negative impact to devastating. Missouri has the responsibility of putting into place and maintaining a system of intervention and education that follows a public health and awareness model. The Missouri Council on Problem Gambling Concerns (Missouri Council or MCPG) has made many strides in

this direction and will continue to work with the Alliance to increase and maintain an ongoing system that regularly campaigns to educate the general public and alert everyone as to when gambling is a problem and what to do about it.

It is the goal of the Missouri Council to advocate for effective public health-based interventions for problem gamblers and treatment for compulsive gamblers and their families. The devastating effects of problem and compulsive gambling can be minimized by early intervention and adequate response information for the families and communities of compulsive gamblers as well as professional mental health and substance abuse counselors. Such information must be placed before the public by credible sources on a regular and continuous basis.

As part of its ongoing efforts, the Missouri Council continues to work with representatives of the industry, regulators and legislators to help ensure that programs are available to problem gamblers, their families and communities. This is a primary goal of the Council. As an advocate organization, the Missouri Council encourages industry, regulators and legislators to exercise their responsibility to problem gamblers, their families and communities. If revenue is increased, or restrictions removed, or regulations changed, designated funding for public education and prevention should be considered as necessary for a responsible enhanced safety net for those who are most dramatically affected. Missouri needs to work toward an ongoing public

education system and campaign for the entire state that day after day, year after year puts forward community-based messages that inform the public and point family members and problem gamblers to both treatment and Gamblers Anonymous

To adequately provide an ongoing program of this nature, the Council will continue to work to secure additional funding for this public awareness program. The Missouri Council was founded in 1995 and became an official member of the National Council on Problem Gambling in 1996. MCPG is a 501 (c) (3) non-profit organization incorporated in the State of Missouri.

Founded in 1972, the National Council on Problem Gambling is the oldest and largest organization dedicated to addressing the issues of problem and pathological gambling. MCPGC's continued membership brings to Missouri the full scope of current national information and treatment resources on problem and compulsive gambling.

MCPGC's vision is "Missourians working to advocate a gaming neutral response to problem gambling concerns." What this means is that our mission is not

to take a stance for or against gambling. Rather because there is legalized gambling in Missouri, we advocate for responsible prevention, education and treatment services for problem and compulsive gamblers.

During 2002 MCPGC successfully trained eighteen new compulsive gambling counselors. Through partnership with the Kansas City Port Authority, the Division of Alcohol and Drug Abuse, and Tri-County Mental Health Services, nationally recognized leaders were brought in to provide up-to-date and challenging training. Advanced counselor training was also integrated into the training. Special thanks for the work of Dr. Stan Bier are also extended. He provided not only his sound clinical experience but also a great deal of time and effort into the organization of the training.

Our goals for 2003 are to continue participation in the National Council on Problem Gambling, increase our membership, and work toward building the framework for a statewide or regional conference on problem gambling. We are also working to promote a Problem Gambling Awareness Week in March. This will be an annual event that gives an opportunity to reach out and educate.

Missouri Department of Mental Health

Division of Alcohol and Drug Abuse



The Department of Mental Health, Division of Alcohol and Drug Abuse (ADA), administers the Compulsive Gambling Counseling Program for pathological gamblers and their family members. Family

members can receive help whether or not the gambler is in treatment and can thereby play an important role in encouraging their loved ones to seek help. The compulsive gambling counseling program continues to grow, and is experiencing annual increases of 20-30 per cent in the number of clients served.

ADA also administers a compulsive gambling counselor certification system. Candidates for certification must successfully complete an ADA-approved 60-hour training on problem gambling and its impact, effective treatment strategies and the importance of education and prevention. They must also be licensed or certified as a professional counselor, clinical social

worker, psychologist or psychiatrist in Missouri. To remain certified, the gambling counselors (CCGCs) must meet specific renewal requirements for continuing education and maintain their prior credential in good standing.

ADA continued its history of providing training and education for CCGCs at its Spring Training Institute in May 2002. Terri Rodriguez Ohlms presented on Assessment and Treatment of Problem Gambling and on case studies using a risk assessment instrument. In addition, Joseph Parks, M.D. presented sessions on suicide risks among addicts of substance abuse and gambling. Dr. Parks also presented extended training on suicide risks in Kansas City and St. Louis.

In order to provide compulsive gambling counseling services, an ADA-contracted treatment provider must employ a Missouri certified compulsive gambling counselor. Fifteen providers continued to provide free, outpatient treatment to Missouri citizens:

- Bridgeway Counseling - St. Charles, Troy
- Community Treatment, Inc. (COMTREA) - Festus
- Family Counseling Center - Kennett, Hayti
- Family Guidance Center - St. Joseph, Maryville
- Hannibal Council on Alcohol and Drug Abuse - Hannibal
- Missouri Valley ADP - St. Louis City and County, St. Peters
- Pathways Community Behavioral Health - Clinton
- Phoenix Programs - Columbia
- Provident Counseling - St. Louis
- Renaissance West (Comprehensive Counseling Services) - Kansas City
- Research Mental Health Services - Kansas City
- Rodgers South - Kansas City
- Sigma House - Springfield
- Southeast Missouri Community Treatment Center (SEMO) - Farmington
- Tri-County Mental Health Services - Kansas City

In an effort to increase accessibility to treatment, ADA issued Requests for Proposals for new treatment providers in the Kansas City and St. Louis areas and three awards were granted in December with services to begin sometime in 2003. The three new providers are listed below:

- Catholic Family Counseling - St. Louis
- Lia Nower Counseling - St. Louis
- Recovery Center, LLC - Lees Summit (Kansas City)

Missouri Gaming Commission

Augments Problem Gambling Services



The Missouri Gaming Commission (MGC) administers a voluntary exclusion program for problem gamblers.¹ This unique program, created in 1996, provides problem gamblers with a method to acknowl-

edge that they have a gambling problem and take personal responsibility for it by agreeing to stop visiting riverboat casinos. The exclusion is for life. Research indicates that problem gambling is a lifetime condition and those who suffer from it are never "cured" but are constantly "recovering."

In order to assist the problem gambler with their

Additionally, the Division re-instated Preferred Family Healthcare's contract in St. Louis.

Funding for treatment is derived from a portion of the admission fees paid by the riverboat casinos to the state and then appropriated annually to ADA. This allows for the provision of free treatment. Reimbursement rates are preset, and providers are reimbursed through the program offices in Jefferson City. A primary reviewer, who is also a certified compulsive gambling counselor, conducts a clinical review process to preauthorize treatment services. To receive services, gambling clients must meet diagnostic criteria for pathological gambling.

For the second consecutive year, ADA contributed \$7000 to the Second Chance Foundation of Jefferson City. This funding helps support the in-school awareness program which emphasizes awareness of gambling addiction among youth.

ADA maintains a list of agencies that provide free treatment. The list is distributed to callers, other Alliance members and to the 1-888-BETSOFF help line to assist them in making appropriate referrals. The list is also on the Department of Mental Health's web page at www.modmh.state.mo.us/ada/treatment.htm

DMH also prepares annual budget estimates for program funding, reimburses outpatient providers for services rendered and monitors the quality and utilization of treatment services.

self-imposed ban, the Commission requires casino operators to cease all direct-marketing efforts to people in the voluntary exclusion program. Casinos are required to block all direct mailings and other promotional enticements to people in the program. This policy ensures that people in the program do not receive invitations for free nights in the casino's hotel, free dinners, match play coupons, or other inducements to visit the casino. In addition, the Commission requires that casinos refuse to allow people in the program to cash checks or participate in player's club programs.

If a problem gambler who has requested to be excluded chooses to violate his/her agreement and visit a

Missouri casino, s/he is arrested for trespassing upon discovery. As a method of enforcing these policies, the Commission requires casinos to refer to the list of people in the program before issuing new player's club cards, cashing checks or paying out large jackpots.

The Commission uses the trespassing arrest as a way to call attention to the problem gambler's destructive behavior in the hope that it will encourage him/her to enter a treatment program. After receiving notice of the arrest of a voluntarily excluded individual, the Commission sends a letter reminding him/her of the individual's commitment to refrain from visiting Missouri casinos as well as the availability of free treatment. The Commission also provides problem gamblers with listings of certified compulsive gambling counselors and Gamblers Anonymous meetings scheduled in their communities, as well as other resources, if available.

The Commission adopted a rule that took effect May 30, 2001, allowing disassociated persons to enter an excursion gambling boat for the purpose of carrying out bona fide duties of their employment. This new rule provides the problem gambler with the ability to both utilize the voluntary exclusion program in his/her recovery plan as well as maintain a current source of income when it is most critical due to the financial distress created by his/her destructive gambling behavior.²

"The voluntary exclusion program is not for everyone," said Melissa Stephens, program administrator. "It is not a panacea or a quick fix for problem gamblers. The vast majority of people who suffer from problem gambling need counseling and/or Gamblers Anonymous. However, the voluntary exclusion program can be an important part of an overall recovery program. Many people find that blocking the direct marketing efforts of the casinos and the consequence of being arrested for trespassing are helpful

components in their ongoing recovery. Furthermore, applicants to the program can request a referral to free counseling."

The Missouri Gaming Commission employs a full-time problem gambling programs administrator to act on behalf of problem gamblers, their families and friends. It is believed that Missouri is the only state in the nation whose gaming regulatory agency staffs a full-time problem gambling advocate. Due to the continued growth of the Voluntary Exclusion Program, as well as the expansion of education, prevention and outreach services in which the Commission participates, in 2002 the Commission moved a position in its core budget from Enforcement to Legal, enabling the administrator to have dedicated clerical support. The program's administrator and assistant:

- Assist problem gamblers and their families in locating treatment and other resources;
- Oversee the Voluntary Exclusion Program of the Missouri Gaming Commission;
- Train Missouri Gaming Commission staff and agents on issues pertaining to problem gambling and enforcing the Voluntary Exclusion Program;
- Coordinate problem gambling research efforts;
- Conduct public education and outreach efforts;
- Develop collateral materials for education and prevention efforts and assemble information on problem gambling resources throughout the state and continent.

The Missouri Gaming Commission is also a member of the National Council on Problem Gambling as well as a charter member of the Missouri Council on Problem Gambling Concerns Inc.

¹ The program is formally called the List of Disassociated Persons. The provisions of the program can be found at II DSR 45-17, et. seq. This rule is also available on-line at www.sos.state.mo.us/adrules/csr/current/IIcsr/11c45-17.pdf You will need Adobe Acrobat Reader to view this file.

² The provisions of this rule can be found at II CSR 45-17.015.



Missouri Lottery

Youth Video, New Awareness Campaigns Highlight Lottery Role in 2002



Production of a new youth addiction video and the introduction of two new awareness campaigns highlighted the Missouri Lottery's contributions to the Alliance's programs in 2002.

As a founding member of the Missouri Alliance to Curb Problem Gambling, the Missouri Lottery has expanded its awareness campaign each year since the Alliance began in 1997.

"The Alliance's mission and goals mirror the Lottery's efforts to increase awareness of the help line and the availability of free counseling to problem gamblers and their families," said Jim Scroggins, executive director for the Lottery. "We are proud to be instrumental in the Alliance's efforts to educate Missouri residents about responsible gaming and the dangers of underage gambling."

During 2002, the Lottery, with educational assistance provided by the Missouri Department of Mental Health, the Missouri Department of Elementary and Secondary Education, the Missouri Gaming Commission and the Second Chance Foundation, wrote and produced an approximate 12-minute video, "Beat Addiction - Choose the Right Path." This award-winning video, which is described elsewhere in the annual report, took a great deal of team effort to complete.

In addition to the video, the Lottery also financially supported the in-school assembly and classroom program, "Addiction - The Game No One Wins." The Lottery serves as the program's coordinator for the Alliance.

The Lottery also produced two new awareness campaigns for the Alliance - one geared toward all adults, and the other is directed at youth. The Lottery supplies the posters and brochures to other Alliance members for their use.

The Missouri Lottery also continues to maintain and update the Alliance's Web site, which was created in 2000 by the Lottery. The Web site at www.888BETSOFF.com provides Internet users with

information on how to seek help for gambling problems, along with information about the Alliance and its activities, frequently-asked questions, resources and links to other problem gambling sites and organizations.

The Lottery also paid radio and television stations to play the 30-second informational public service announcement during Missouri Responsible Gaming Education Week 2002 in August and at various other times during the year.

The Lottery's Responsible Gaming Program coordinator:

- Creates and updates information on the Alliance's Web site;
- Writes, edits and oversees the production of the "Bets Off Bulletin; and
- Coordinates the Alliance's youth programs.

The Lottery's responsible gaming program also includes:

- Placements of permanent billboards in Kansas City and St. Louis that publicize the 1-888-BETSOFF help line number;
- Placement of stickers stating "Players must be 18 or older" are on all numbers terminals and Instant Ticket Vending Machines at retail locations;
- Printing of "Players must be 18 or older" messages on the back of Numbers game tickets and Scratchers tickets;
- Promoting the 1-888-BETSOFF help line number through placement of posters and brochures in 5,000 retail locations;
- Printing reminders that players must be 18 or older and "play responsibly" messages in the Lottery's publications, including a player newsletter, a retailer publication and the Lottery's fact book;
- Attending conferences and workshops to raise awareness of problem gambling issues and the free help available to problem gamblers and their families;
- Creating and maintaining an adequate supply of public awareness posters and brochures for Alliance members;
- Creating and producing informational videos for the Alliance;
- Exhibiting and presenting at conferences and workshops;

- Training of Lottery employees in problem gambling sensitivity;
- Featuring the help line number and responsible gambling messages regularly on the Lottery Minute, which is broadcast on more than 70 radio stations throughout the state;
- Including a “Play Responsibly” message on all

Lottery products;

- Development of a Code of Ethics for Lottery advertising; and
- Continued charter membership in the Missouri Council on Problem Gambling Concerns Inc. to further promote problem gambling education to anyone who gambles in Missouri.

Missouri Riverboat Gaming Association



The Missouri Riverboat Gaming Association (MRGA) funds 1-888-BETSOFF, a state-wide telephone crisis line and referral service for problem gambling. The telephone line provides immediate crisis

response and referral to the statewide network of outpatient counseling clinics and certified compulsive gambling counselors. The telephone line is managed by Life Crisis Services, a provider of quality intervention services, primarily by telephone, with emphasis on caring support for callers and treatment referrals.

The MRGA is the trade association of the commercial gaming industry in Missouri. MRGA's casino membership is: Argosy Casino in Riverside, casino Aztar in Caruthersville, Harrah's St. Louis in Maryland Heights, Harrah's in North Kansas City, Mark Twain Casino in La Grange, Isle of Capri Casino in Boonville, Isle of Capri Casino in Kansas City, President Casino on the Admiral in St. Louis, St. Jo Frontier Casino in St. Joseph, Ameristar Casino in Kansas City and Ameristar Casino in St. Charles. Each of these facilities is licensed by the Missouri Gaming Commission to conduct casino-style gambling.

MRGA member firms have specific programs designed to address responsible gaming issues at their facilities. All Missouri riverboat casino companies have an employee designated as director of responsible gaming programs.

MRGA's Responsible Gaming Program is comprised of three components:

- Project 21, which addresses underage gambling;
- Operation Bet Smart, which focuses on compulsive gambling; and
- Alcohol awareness programs to promote responsible consumption of alcohol.

The goals of these components are to create awareness inside the various casinos, involve employees in addressing the issues, create awareness outside the casino and in the communities and provide resources for those who need help.

There are a variety of tools used by MRGA member firms to create awareness of responsible gaming issues. 1-888-BETSOFF is displayed on MRGA casino posters and pamphlets produced by the Missouri Lottery in strategic locations throughout the property. All Missouri casinos display posters communicating key messages in high traffic, customer areas and employee back-of-house areas. These areas include casino entrances, ticket counters, cashier cages, cash access machines, employee break rooms and time clocks. Additionally, depending on appropriateness, responsible gaming messages are communicated on boarding passes, electronic advertising, newspaper advertising, telephone hold messages, hotel television (in-house channel), video wall messaging and promotional offers.

All Missouri casinos participate in innovative, new self-exclusion programs being offered by companies that own the free-standing kiosks that are generally recognized by gaming patrons as “cash advance” machines. These programs allow guests to exclude themselves from obtaining a cash advance through the company's cash devices. Casinos have developed programs that allow patrons the option to prohibit the gaming company from using identifying information for marketing purposes.

All casinos provide employees with informational training on responsible gaming subjects. Missouri casino companies have a mission statement illustrating the purpose in deterring problem and underage gambling. Recognizing the importance of getting employees involved early, responsible gaming is part

of orientation for all new hires. The training programs reach a wide range of responsible gaming issues, including how to identify the signs and symptoms of problem gambling, tips on spotting underage customers and ways to prevent intoxication in the serving of alcohol.

All casinos participate in initiatives to intervene with intoxicated guests. Each property participates in a designated driver program or arranges cab rides as needed. Several companies have extended their server-training program to valet parking employees. As a last step for patrons who refuse intervention, local police authorities are notified. Unlike many other gaming jurisdictions, Missouri casinos do not serve free alcoholic drinks on the casino floor. Furthermore, all alcoholic beverages must be purchased with cash, which results in a transaction that assists the server in assessing the sobriety of the guest.

A variety of other methods are utilized to communicate responsible gaming issues to employees including employee newsletters, fliers and employee contests. The American Gaming Association (AGA), a national trade association of the gaming industry, publishes the Responsible Gaming Resource Guide and PROGRESS (Promoting Responsible Gaming Resources and Education Standards) kit, which encourages the develop-

ment of industry-wide programs and policies. In response, MRGA has adopted the AGA's voluntary advertising guidelines. Materials such as the Responsible Gaming Resource Guide and the PROGRESS kit are incorporated into the training provided to all casino employees.

Additionally, AGA promotes research in disordered gambling and underage gambling through the National Center for Responsible Gambling. Several Missouri casinos provide ongoing financial support for the research by the National Center. Missouri casinos recognize that dealing with disordered and underage gambling is not only the right thing to do, it is also good business.

Finally, MRGA encourages patrons to establish their own limits and provides direction to others by developing a set of personal guidelines to determine whether, when and how much to gamble. Personal guidelines should be developed with the following precepts in mind:

- The decision to gamble is a personal choice;
- Gambling is not essential for having a good time;
- What constitutes an acceptable loss needs to be established before starting to gamble; and
- There are times when people should not gamble.

Port Authority

Kansas City, Missouri



Port Authority of Kansas City, Missouri

The City of Kansas City, MO delegated local administrative oversight of casino gambling operations to the Port Authority of Kansas City, MO.

As part of their agreements to locate within the city, the casinos made (and with regard to one casino, continue to make) financial contributions to a Problem Gambling Fund that the Port Authority administered. This fund has been used for advertising treatment efforts and to advance research and understanding of problem gaming.

In 2001 and 2002, the Port Authority promoted a

community awareness campaign consisting of a series of billboards addressing the problem of compulsive gaming.

It is estimated that as many as 11,000 individuals in Kansas City, Missouri may have a gambling problem. Through its Problem Gambling Advisory Committee, made up of members of the treatment community, the gaming industry, state representatives and Port Authority staff and board members, the Port Authority developed a comprehensive community awareness and treatment plan designed to educate the public on the real consequences of excessive gambling and the availability of treatment.

The selected campaign, "Diminishing Returns," kicked off with the thought-provoking question, "What Do You Have to Lose?" It then focused on the fact that

gambling addiction can affect individuals from all walks of life. To illustrate the point, billboards featured people from diverse backgrounds with regard to age, gender, ethnicity and socioeconomic status. The one commonality is that as these individuals continue to gamble excessively, their lives are slowly stripped away.

Every two weeks, the boards changed to reflect a loss consequence for the pictured casino gambler (car, house, job, family) until nothing was left. All ads referenced the fact that treatment can be obtained by calling the Missouri Alliance's 1-888-BETSOFF help line.

In addition to this bold advertising campaign, the Port Authority awarded a grant for compulsive gam-

bling treatment to Tri-County Mental Health Services Inc. This grant, in essence, consolidated previous state-funded treatment efforts. Additionally, the Resource Development Institute had received a grant from the Port Authority to create a process to evaluate the effectiveness of the treatment program. This evaluation process was later implemented by Tri-County to measure the progress of treatment recipients.

Recently the Port Authority partnered with the Missouri Gaming Commission and the Greater Kansas City Community Foundation to fund another round of awareness, research, and possibly treatment. The Request for Proposals for this round of funding will be issued in the spring of 2003 with awards expected shortly after that.



ALLIANCE MEMBER REPRESENTATIVES AND CONTACTS

Missouri Alliance to Curb Problem Gambling

P.O. Box 104591
Jefferson City, MO 65110
www.888BETSOFF.com
Mike Ryan, *Chairman*
Missouri Riverboat Gaming Association
Keith Spare, *Vice Chairman*
Missouri Council on Problem Gambling
Concerns Inc.
Melissa Stephens, *Secretary*
Missouri Gaming Commission

Missouri Council on Problem Gambling Concerns Inc.

5128 Brookside Blvd.
Kansas City, MO 64112-2736
Keith Spare, *Director*
Phone: (816) 889-4662
Fax: (816) 861-5087
Email: kspare@samuel-rogers.org

Missouri Department of Mental Health

1706 East Elm, PO Box 687
Jefferson City, MO 65102
Dewey Price, *Mental Health Manager*
Phone: (573) 751-5101
Fax: (573) 751-9296
Email: mzpricd@mail.dmh.state.mo.us
Jeanne Galliher, *Program Specialist*
Phone: (573) 751-8104
Fax: (573) 751-9296
Email: mzgallj@mail.dmh.state.mo.us

Missouri Gaming Commission

3417 Knipp Drive, PO Box 1847
Jefferson City, MO 65109
Kevin Mullally, *Executive Director*
Phone: (573) 526-4080
Fax: (573) 526-1999
Email: kmullall@mail.state.mo.us
Melissa Stephens, *Public Relations Coordinator*
Phone: (573) 522-1373
Fax: (573) 526-1999
Email: mstephen@mail.state.mo.us

Missouri Lottery

1823 Southridge, PO Box 1603
Jefferson City, MO 65102-1603
Gary Gonder, *Director of Communications*
Phone: (573) 751-4050
Fax: (573) 751-5215
Email: gondeg@molottery.com
Shelly Perez, *Responsible Gaming Program Coordinator*
Phone: (573) 526-7467
Fax: (573) 751-5215
Email: perezs@molottery.com

Missouri Riverboat Gaming Association

6609 Clayton Road, Suite 2 West
St. Louis, MO 63117
Mike Ryan, *Executive Director*
Phone: (314) 721-7704
Fax: (314) 721-1717
Email: mrga@swbell.net
Adoria Adair, *Chair*
MRGA Responsible Gaming Committee
Director of Human Resources
Isle of Capri - Kansas City
1800 East Front Street
Kansas City, MO 64120
Phone: (816) 855-4203
Fax: (816) 855-4247
Email: Adoria_Adair@islecorp.com

Port Authority of Kansas City, Missouri

10 Petticoat Lane, #250
Kansas City, MO 64106
Tim Colon, *Redevelopment Planner*
Phone: (816) 691-2122
Fax: (816) 221-0189
Email: tcolon@edckc.com
Linda Ward, *Port Authority Commissioner*
4307 N. Holly Ct.
Kansas City, MO 64116
Phone: (816) 746-8818
Fax: (816) 221-0189
Email: lward2@kc.rr.com

IMPORTANT WEB SITES

Missouri Alliance to Curb Problem Gambling
www.888betsoff.com

Missouri Department of Mental Health
www.dmh.missouri.gov

Missouri Gaming Commission
www.dps.state.mo.us/mgc/index.htm

Missouri Lottery
www.molottery.com

Missouri Riverboat Gaming Association
www.mrga.org

National Council on Problem Gambling
www.ncpgambling.org

National Institute of Mental Health
www.nimh.nih.gov/

Institute for Research on Pathological Gambling and Related Disorders
www.hms.harvard.edu/doa

International Center for Youth Gambling Problems and High-Risk Behaviors
www.education.mcgill.calgambling

The WAGER (Weekly Addiction Gambling Education Report)
www.thewager.org

Gamblers Anonymous
www.gamblersanonymous.org

Gam-Anon
www.gam-anon.org

Institute for Problem Gambling
www.gamblingproblem.net

Responsible Gambling Council (Ontario)
www.responsiblegambling.org

Women Helping Women Recovery Newsletters
www.femalegamblers.org

National Center for Responsible Gaming
www.ncrg.org

National Senior Problem Gambling Task Force
www.seniorproblemgambling.org

Missouri Alliance to Curb Problem Gambling
PO Box 104591
Jefferson City, MO 65110

www.888BETSOFF.com